EXHIBIT H TO FORD MOTION IN LIMINE

FB&A 1/08 #1302

SCREENER - W

cond woul	uctir	o. My name is, and I am with We are ag a very brief survey today on hair care products and te to include your opinions.	
1.0	RECO	ORD GENDER:	
	\overline{X}	_1. male	
		2. female	
1.1	cate	that we can get a mix of individuals in various age gories, would you please tell me if you are LIST. RECORD RESPONSE WITH AN 'X.'	
		_1. under 18 TERMINATE.	
		_2. 18 to 34 ·······	
	i	_3. 35 to 54 CHECK SCREENING QUOTA. CONTINUE	
	X	4. 55 or over	
		_5. refused DO NOT READ. TERMINATE.	
2.0	LOTI	in the past six months, have you purchased any of the owing hair care products? LIST. RECORD RESPONSES WITH AN 'X.'	
		Don't <u>Yes No Recall</u>	
	-	shampoo?	
	-	conditioner?	
	-	hair spray, styling gel, mousse, or pomade? X 1 2. 3.	
	-	straightener?	
	-	dyes, rinses, highlighter or hair mascara?12. 3.	
	-	hair glitter?	
	-	hair removing creams? 123.	
		CONTINUE.	

2.1	Within the next six months, are you likely to pure of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'	hase any
	77	Don't Know
	- shampoo?	3.
	- conditioner?	3. 3.
	- hair spray styling gol	3.
	mousse, or pomade?12.	3.
	- straightener? $\frac{\chi}{1}$ 2.	3.
	dyes, rinses, highlighter or hair mascara? χ 12.	3.
	- hair glitter? <u>X</u> 12.	3.
	- hair removing creams?12.	3.
	IF 'YES,' TO ANY, OTHERWISE, '	CONTINUE; FERMINATE.
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'	
	_Yes	No
	<pre>- an advertising agency or marketing research firm?1.</pre>	× 2.
•	<pre>a retail store or company that makes, sells, or distributes any hair care products?1. IF 'YES' TO EITHER, T</pre>	2. TERMINATE.
4.0		. •
	1. yes TERMINATE .	
	2. no/don't recall CONTINUE.	
4.1	During the past month, have you heard anything abou subject of any of the interviews we are conducting the mall? RECORD RESPONSE WITH AN 'X.'	t the here at
	1. yes TERMINATE .	
	2. no CONTINUE.	
5.0	Do you usually wear contact lenses or eyeglasses whe are reading? RECORD RESPONSE WITH AN 'X.'	en you
	1. yes CONTINUE.	
	2. no GO TO> INVITATION TO INTERVIEW.	

5.1	Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
	1. yes CONTINUE.
	2. no TERMINATE.
5.2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
	1. yes, agreed CONTINUE.
	2. no, refused TERMINATE.
INVI	TATION TO INTERVIEW:
the 1	We would like to show you a survey exhibit and ask the inder of our questions in our interviewing facility here at mall. This will take only a few minutes of your time. Would come with me, please? RECORD RESPONSE WITH AN 'X.'
	1. yes, agreed CONTINUE.
	2. no, refused TERMINATE.

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SCREENER - W

cond woul	Hello. My name is, and I am with We are sting a very brief survey today on hair care products and like to include your opinions.	d
1.0	RECORD GENDER:	
	1. male CHECK SCREENING QUOTA. CONTINUE.	
1.1	So that we can get a mix of individuals in various age categories, would you please tell me if you are READ LIST. RECORD RESPONSE WITH AN 'X.'	
	1. under 18 TERMINATE.	
	2. 18 to 34	
	3. 35 to 54 CHECK SCREENING QUOTA. CONTIN	UE.
	4. 55 or over	
	5. refused DO NOT READ. TERMINATE.	
2.0	Within the past six months, have you purchased any of the collowing hair care products?	9
	Don't <u>Yes</u> <u>No</u> Recall	
	shampoo? \times 1. 2. 3.	
	conditioner?	
	hair spray, styling gel, mousse, or pomade? \(\frac{1}{2} \). \(\frac{2}{3} \).	
	straightener? X 1. 2. 3.	
	dyes, rinses, highlighter or hair mascara?123.	
	hair glitter?123.	
	hair removing creams? 1 . 2 . 3 .	
	CONTENTE	

2.1	Within the next six months, are you likely to put of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'	rchase any
	Yes No	Don't <u>Know</u>
	- shampoo? 12.	3.
	- conditioner?	3.
	hair spray, styling gel, mousse, or pomade?,12.	3.
	- straightener? $\frac{1}{2}$.	3.
	- dyes, rinses, highlighter or hair mascara?12.	3.
	- hair glitter?12.	3.
	- hair removing creams? X_1 2.	3.
	IF 'YES,' TO AN OTHERWISE	Y, CONTINUE; , TERMINATE
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'	or
	<u>Yes</u>	No_
	an advertising agency or marketing research firm?1.	×_2.
	a retail store or company that makes, sells, or distributes any hair care products?1. IF 'YES' TO EITHER IF 'NO' TO BOTH	
4.0	Other than a political poll, during the past three have you participated in any marketing research including online surveys? RECORD RESPONSE WITH AN 'X.'	ee months, surveys,
	1. yes TERMINATE.	
	2. no/don't recall CONTINUE.	
4.1	During the past month, have you heard anything all subject of any of the interviews we are conducting the mall? RECORD RESPONSE WITH AN 'X.'	oout the ng here at
	1. yes TERMINATE .	
	2. no CONTINUE.	
5.0	Do you usually wear contact lenses or eyeglasses are reading? RECORD RESPONSE WITH AN 'X.'	when you
	1. yes CONTINUE.	
	2. no GO TO> INVITATION TO INTERVIEW.	

5.1	DO you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
	1. yes CONTINUE.
	2. no TERMINATE.
5.2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
	1. yes, agreed CONTINUE.
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	<u>×</u>	_1. under 18 TERMINATE2. 18 to 34 CHECK SCREENING QUOTA. CONTINUE4. 55 or over _5. refused DO NOT READ. TERMINATE.
2.0	foll	in the past six months, have you purchased any of the owing hair care products? LIST. RECORD RESPONSES WITH AN 'X.'
	- -	Yes No Don't Recall shampoo? 1. 2. 3. conditioner? 1. 2. 3. hair spray, styling gel, 1. 2. 3.
	-	mousse, or pomade?123. straightener?123.
	-	dyes, rinses, highlighter or hair mascara?123.
	-	hair glitter?
		CONTINUE.

2.1	Within the next six months, are you li of the following hair care products? READ LIST. RECORD RESPONSES WITH AN '		chase any
	Yes	No	Don't Know
	- shampoo?1.	2.	3.
	- conditioner? <u></u> 1.	2.	3.
	- hair spray, styling gel, mousse, or pomade?1.	2.	3.
	- straightener? X_1 .	2.	3.
	dyes, rinses, highlighter 1.	2.	3.
	- hair glitter?	2.	3.
	- hair removing creams? 1.	2.	3.
	IF 'Y	ES,' TO ANY OTHERWISE,	, CONTINUE; TERMINATE
3.0	Do you, or does anyone else in your ho READ LIST. RECORD RESPONSES WITH AN '	me, work fo X.'	r
		Yes	<u>No</u>
	<pre>- an advertising agency or marketing research firm?</pre>	1.	<u>×</u> _2.
	IF 'YES'	. 1. TO EITHER, NO' TO BOTH	
4.0	Other than a political poll, during th have you participated in any marketing including online surveys? RECORD RESPONSE WITH AN 'X.'	e past thre research s	e months, urveys,
	1. yes TERMINATE.		
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	1. yes CONTINUE.		
	2. no GO TO> INVITATION TO I	NTERVIEW.	

5.1	RECORD RESPONSE WITH AN 'X.'
	1. yes CONTINUE.
	2. no TERMINATE.
5.2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
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